

University Corridor—Riverside, CA



The University Corridor/Sycamore Canyon Project Area is the result of the Redevelopment Agency merging two existing project areas in 1997. The Agency merged the Sycamore Canyon Project Area with the University Corridor, formerly known as the Central Redevelopment Project Area. The University Corridor Area stretches from the 91 Freeway along University Avenue to the State Highway 60 and I-215 Freeway.



The University Avenue Corridor is one of Riverside’s most active redevelopment areas. The two-mile corridor is the primary link between the University of California, Riverside (UCR) campus on the east, and Riverside’s thriving Downtown on the west. University Avenue includes the Riverside MarketPlace development, which fronts the 91 Freeway, featuring restaurants, entertainment, retail shopping, office space and the Riverside Downtown Metrolink Station. The Bobby Bonds Sports Complex, including the Cesar Chavez Center, is located along University Avenue and serves the youth of the community. University Village anchors the eastern end of University Avenue, its shops, classrooms, and office space create a gateway to the University of California at Riverside.

2002 Census Estimates

	5 min drive	10 min drive	15 min drive
• Population	80,657	238,883	633,273
• Median Age	29.3	29.6	28.6
• Households	27,408	77,239	189,945
• Households by Age			
25-34	11.6%	11.3%	11.1%
35-49	16.3%	16.4%	16.7%
50-74	21.3%	23.0%	23.8%
• Households by Income			
\$25,000–\$34,999	16.08%	14.93%	14.80%
\$35,000–\$49,999	15.89%	17.45%	18.17%
\$50,000–\$74,999	11.74%	16.51%	19.09%
• Med. Household Income	\$48,885	\$51,334	\$51,931
• Avg. Household Income	\$56,158	\$59,952	\$59,555
• Per Capita Income	\$9,926	\$15,975	\$16,698
• Occupied Units	93.8%	93.6%	93.4%
• Owner Occupied	43.6%	51.4%	55.2%
• Population 25+ by Education			
Bachelor Degree Only	15.1%	14.2%	12.4%
Graduate Degree	11.6%	9.8%	7.5%

24-hour Combined Vehicle Volumes

- University Ave.: East of Chicago Ave. to 60 Fwy E/W 30,419
- University Ave.: Market St. to Lime St. E/W 19,998

Major Office and Financial Tenants

- Bank of America
- California Federal Bank
- Business Bank of California
- University of California, Riverside Credit Union

Major Retail Centers

- Food-For-Less Center
- Riverside MarketPlace and Theatres
- Town Square
- University Village

Major Housing Projects

- Grand Marc Student Housing

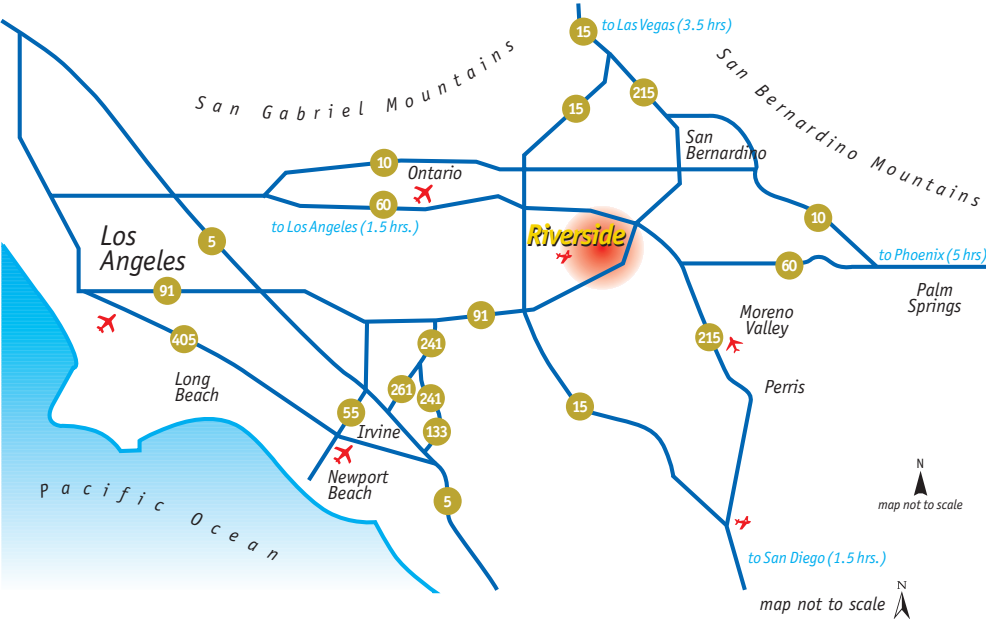
Major Transportation Centers

- Riverside Downtown Metrolink Station
- 91 and 60/I 215 Freeways

*Statistics compiled by Sites USA



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Situated about an hour from downtown Los Angeles, Riverside is the heart of the Inland Empire. Riverside was founded over 100 years ago and is an industrial and commercial center in Southern California. Riverside enjoys the Mediterranean climate of Southern California and is an integral part of its vibrant economy.



University Corridor Project Area Map